

**Dr. Babasaheb Ambedkar Open University**  
**School of Commerce and Management**

**BBA- SEM 3**

**MARKETING MANAGEMENT**

<b>Unit</b>	<b>Content</b>	<b>Writer contact number</b>
1.	Introduction to Marketing Management	
	<ul style="list-style-type: none"> <li>- Introduction</li> <li>- Definition of marketing</li> <li>- Marketing planning and process</li> <li>- Association of needs and offerings</li> <li>- Selling and marketing</li> <li>- A complete scenario through a marketer's imagination</li> <li>- Consumer behavior and buying decision process</li> <li>- Briefing about marketing mix</li> <li>- Marketing research</li> <li>- Customer relationship management</li> <li>- Holistic marketing dimensions</li> <li>- Marketing environment</li> <li>- Exercise</li> </ul>	
2.	Marketing strategies, Plans and Customer Analysis	
	<ul style="list-style-type: none"> <li>- Introduction</li> <li>- Understanding of customers Satisfaction and loyalty</li> <li>- Factors affecting buying decision</li> <li>- Enhancing value and perception of customer</li> <li>- Value and value chain</li> <li>- Brief introduction of plan</li> <li>- Attributes/ components of a marketing plan</li> <li>- Exercise</li> </ul>	
3.	Market Research	
	<ul style="list-style-type: none"> <li>- Introduction</li> <li>- Marketing research- Definition</li> <li>- Marketing research process</li> <li>- Market research, analysis and forecasting</li> <li>- Research planning</li> <li>- Types of research design</li> <li>- Data collection</li> <li>- Sample size analysis</li> <li>- Forecasting</li> <li>- Exercise</li> </ul>	
4.	Market segmentation	
	<ul style="list-style-type: none"> <li>- Introduction</li> <li>- Brief introduction about segmentation , targeting and positioning</li> <li>- Meaning and definition</li> <li>- Concept and importance</li> <li>- Strategies and Main goals</li> <li>- Several ways to be positioned</li> <li>- Basis of segmentation</li> <li>- Characteristics of effective segmentation</li> <li>- Objectives of market segmentation</li> <li>- Need and importance of market segmentation</li> <li>- Family life cycle</li> <li>- Exercise</li> </ul>	
5.	Product and Price	
	<ul style="list-style-type: none"> <li>- Introduction</li> <li>- Product and Price</li> <li>- Concept of Product</li> <li>- Consumer and Industrial Goods</li> <li>- Product Line and Product Mix Decisions</li> <li>- Product Life Cycle- Meaning and Stages; Product Planning and</li> </ul>	

	<ul style="list-style-type: none"> <li>Development: Concept and Steps.</li> <li>- Packaging- Role and Functions; Branding: Concept and Elements; Price: Concept and Importance, Factors Affecting Price.</li> <li>- Pricing Strategies: Price Discrimination, Price Skimming, Penetration Pricing and Discounts.</li> <li>- Pricing Methods: Cost Based, Competitor Based and Demand Based Pricing.</li> <li>- Exercise</li> </ul>	
6.	Place	
	<ul style="list-style-type: none"> <li>- Introduction</li> <li>- Meaning and definition</li> <li>- Objectives</li> <li>- Affecting Factors and different strategies</li> <li>- Importance of 4ps and 7ps</li> <li>- Exercise</li> </ul>	
7.	Promotion	
	<ul style="list-style-type: none"> <li>- Introduction</li> <li>- Promotion:</li> <li>- Meaning and Importance</li> <li>- Promotion Mix: Advertising- Definition Features and Functions; Advertising Media Legal and Ethical Aspects of Advertising</li> <li>- Personal Selling: Meaning, Functions and Steps; Role of a Salesman in Selling Process Characteristics of a Good Salesman</li> <li>- Publicity and Public Relations. Sales Promotion: Meaning, Nature and Functions; Types of Sales Promotion- Sales Promotion Techniques</li> <li>- Exercise</li> </ul>	
8.	Distribution	
	<ul style="list-style-type: none"> <li>- Introduction</li> <li>- Distribution: Meaning And Importance</li> <li>- Stages of Distribution-Product Distribution Channels</li> <li>- Concept and Functions of Channels</li> <li>- Role of Intermediaries Retailing of Products: Formats- Unorganized and Organized; Department Stores, Supermarkets, Hyper Markets, Chain Stores</li> <li>- Exercise</li> </ul>	
9.	Marketing Audit and control	
	<ul style="list-style-type: none"> <li>- Introduction</li> <li>- Meaning and definition</li> <li>- Components</li> <li>- Types of marketing control</li> <li>- Measures/ Evaluation tools to control</li> <li>- Marketing profitability analysis</li> <li>- Exercises</li> </ul>	
10.	Rural marketing	
	<ul style="list-style-type: none"> <li>- Introduction</li> <li>- Rural marketing</li> <li>- Meaning and concept</li> <li>- Comparison of rural and urban markets</li> <li>- Strategies of rural marketing</li> <li>- Understanding rural market</li> <li>- Communicating to rural audience</li> <li>- Developing rural specific products</li> <li>- Adapting localized way of distribution challenges in rural markets</li> <li>- Opportunity in rural marketing</li> <li>- Importance of rural market</li> <li>- Socio economic changes in rural india</li> <li>- Information technology and rural india</li> <li>- Four A's of rural marketing</li> <li>- Exercise</li> </ul>	
11.	Technology and Marketing	
	<ul style="list-style-type: none"> <li>- Introduction-Technology and marketing</li> <li>- Social media marketing</li> <li>- E-marketing</li> <li>- Search engine optimization (SEO)</li> <li>- Email marketing</li> <li>- Display advertising</li> <li>- Pay per click</li> <li>- Blogging, podcasting</li> </ul>	

	<ul style="list-style-type: none"> <li>- Social and business networking</li> <li>- Product opinion site</li> <li>- Affiliate marketing and syndication on the internet</li> <li>- Running an internet marketing services business</li> <li>- Global internet marketing.</li> <li>- Localization and customization</li> <li>- Trust in internet marketing. Ethical and legal issues.</li> <li>- Exercise</li> </ul>	
12.	Marketing ethics	
	<ul style="list-style-type: none"> <li>- Introduction</li> <li>- Marketing ethics</li> <li>- Fundamental issues in the ethics of marketing</li> <li>- Principles of ethical marketing</li> <li>- Specific issues in marketing ethics</li> <li>- Responsibilities of the marketer</li> <li>- Ethical issues in political marketing</li> <li>- Ethical challenges of social marketing</li> <li>- Marketing in synchronization and synonymity</li> <li>- Exercise</li> </ul>	
13.	Integrated marketing communication	
	<ul style="list-style-type: none"> <li>- Advertising</li> <li>- Public relations and publicity</li> <li>- Direct and interactive marketing</li> <li>- Word-of-mouth marketing</li> <li>- Personal selling</li> <li>- Direct marketing</li> <li>- Brand equity</li> <li>- Positioning and Competition</li> <li>- Brand identity</li> <li>- Brand strength</li> <li>- Brand equity</li> <li>- Product life cycle and positioning</li> <li>- Brand awareness</li> <li>- Brand images</li> <li>- Steps of effective communication</li> <li>- Sales promotion</li> <li>- Personal form of communications</li> <li>- The sales force</li> </ul>	
14.	Current trends in Marketing Management	
	<ul style="list-style-type: none"> <li>- Introduction</li> <li>- Is AI boost effectiveness and efficiency?</li> <li>- Different social strategies</li> <li>- UGC- Brand awareness</li> <li>- SEO and Chatbots</li> <li>- Case studies</li> <li>- Exercise</li> </ul>	